

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KUTV-TV      Salt Lake City-Ogden	<b>Date:</b> 10/22/2012
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I, Media Strategies and Research,being/on behalf of: Jim Matheson, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Congressin the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 23, 2012			Sunday, October 28, 2012		

**Total Charges: \$4,305.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Monday, October 22, 2012

Date

*Arthur A. Matheson*

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

*Kristen Henderson*  
Signature

KRISTEN HENDERSON  
Printed Name

POLITICAL ADVERTISING SPECIALIST  
Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1397545

### Schedule Dates

10/23/12-10/28/12

### Advertiser

Matheson for Congress (73730)

### Agency

Media Strategies & Research-Denver (1374)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

october 23 through october 28 (481464)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

/

### Phone/Fax

12832

### CPE

Local/Political Candidate Agency BRD

### Account Types

Standard

### Billing Type

Comments

Date Entered 10/22/12

Last Modified 10/22/12

Entered By Chantryce Diehl

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$645.75

Net Total \$3,659.25

Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month Spots Rate

Oct. 2012 13 \$4,305.00

Grand Total: 13 \$4,305.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / News	10/23/12-10/23/12	3	:30	5:30A- News-2 News This Morning 530a	1		1						1			Salt Lake City (KUTV)		10/22/12
1.1	Normal Line / News	10/23/12-10/25/12	3	:30	5:30A- News-2 News This Morning 530a	1		1	1					2	\$150.00	\$300.00	Salt Lake City (KUTV)		10/22/12
2.0	Normal Line / News	10/23/12-10/23/12	5	:30	4P- News-2 News at 4p	1		1						1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/22/12
3.0	Normal Line / News	10/23/12-10/23/12	1	:30	5P- News-2 News at 5p	1		1						1	\$900.00	\$900.00	Salt Lake City (KUTV)		10/22/12
4.0	Normal Line / News	10/24/12-10/24/12	3	:30	5A- News-2 News This Morning 5a	1			1					1	\$100.00	\$100.00	Salt Lake City (KUTV)		10/22/12
5.0	Normal Line / News	10/24/12-10/26/12	3	:30	6A- 8A (MST)	1		1	1	1				2	\$275.00	\$550.00	Salt Lake City (KUTV)		10/22/12
6.0	Normal Line / News	10/24/12-10/26/12	3	:30	4:30P- News-2 News at 430p	1		1	1	1				2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/22/12
7.0	Normal Line / SPOT	10/25/12-10/25/12	3	:30	8A- CBS-This Morning (New Title)	1			1					1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/22/12
8.0	Normal Line / News	10/25/12-10/25/12	3	:30	12P- News-2 News at Noon	1			1					1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/22/12
9.0	Normal Line / SPOT	10/26/12-10/26/12	5	:30	3P- Ricki Lake	1				1				1	\$150.00	\$150.00	Salt Lake City (KUTV)		10/22/12
10.0	Normal Line / Prime	10/28/12-10/28/12	5	:30	9P- CBS-The Mentalist (Sunday)	1							1	1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

PAYMENT RECEIVED

10/23



# Station Order Revised Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, October 23, 2012 to Sunday, October 28, 2012

12832

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

## KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Oct 23	Wed Oct 24	Thu Oct 25	Fri Oct 26	Sat Oct 27	Sun Oct 28	Total
KUTV 5a News	EM	M-F	\$100.00		1					1
5:00 AM 5:30 AM		30	<b>\$100.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5:30a News	EM	M-F	\$150.00	1		1				2
5:30 AM 6:00 AM		30	<b>\$300.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6a News	EM	M-F	\$275.00		1		1			2
6:00 AM 8:00 AM		30	<b>\$550.00</b>							
Sold out at LUR per KUTV. Move to L2 to clear.										
CBS This Morning	EM	M-F	\$135.00			1				1
8:00 AM 9:00 AM		30	<b>\$135.00</b>							
Sold out at LUR per KUTV. Move to L2 to clear.										
KUTV Noon News	DT	M-F	\$135.00			1				1
12:00 PM 1:00 PM		30	<b>\$135.00</b>							
Sold out at LUR per KUTV. Move to L2 to clear.										
Ricki Lake	EF	M-F	\$150.00				1			1
3:00 PM 4:00 PM		30	<b>\$150.00</b>							
KUTV 4p News	EN	M-F	\$135.00	1						1
4:00 PM 4:30 PM		30	<b>\$135.00</b>							
KUTV 4:30p News	EN	M-F	\$200.00		1		1			2
4:30 PM 5:00 PM		30	<b>\$400.00</b>							
Sold out at LUR per KUTV. Move to L2 to clear.										
KUTV 5p News	EN	M-F	\$900.00	1						1
5:00 PM 5:30 PM		30	<b>\$900.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
Mentalist	PT	Su	\$1,500.00						1	1
9:00 PM 10:00 PM		30	<b>\$1,500.00</b>							
<b>Station Gross Totals</b>			<b>\$4,305.00</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>		<b>1</b>	<b>13</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/22/2012 12:33:28 PM

KUTV-TV

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suzannel@mediastategies.com



# Station Order Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

**Estimate ID**
**Flight Dates:** Tuesday, October 23, 2012 to Sunday, October 28, 2012

**12832**
**Contact:** Kristen Henderson

**Phone:** 801-839-1234

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## KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
KUTV 5a News	EM	M-F	30	\$100.00 <i>OK</i>		1					1
5:00 AM 5:30 AM			30	\$100.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 5:30a News	EM	M-F	30	\$150.00 <i>OK</i>		1					1
5:30 AM 6:00 AM			30	\$150.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 6a News	EM	M-F	30	\$550.00 <i>→ \$275 OK</i>				1			1
6:00 AM 8:00 AM			30	\$550.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
CBS This Morning	EM	M-F	30	\$135.00 <i>OK</i>			1				1
8:00 AM 9:00 AM			30	\$135.00							
Highly pre-emptible at LUR per KUTV. Move to L2											
KUTV Noon News	DT	M-F	30	\$135.00 <i>OK</i>			1				1
12:00 PM 1:00 PM			30	\$135.00							
Highly pre-emptible at LUR per KUTV. Move to L2											
Ricki Lake	EF	M-F	30	\$150.00 <i>OK</i>				1			1
3:00 PM 4:00 PM			30	\$150.00							
KUTV 4p News	EN	M-F	30	\$135.00 <i>OK</i>		1					1
4:00 PM 4:30 PM			30	\$135.00							
KUTV 4:30p News	EN	M-F	30	\$200.00 <i>OK</i>		1		1			2
4:30 PM 5:00 PM			30	\$400.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 5p News	EN	M-F	30	\$900.00 <i>OK</i>		1					1
5:00 PM 5:30 PM			30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Mentalist	PT	Su	30	\$1,500.00 <i>OK</i>						1	1
9:00 PM 10:00 PM			30	\$1,500.00							
<b>Station Gross Totals</b>				<b>\$4,155.00</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>		<b>1</b>	<b>11</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/22/2012 10:09:33 AM

KUTV-TV

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